

REMARKS

This Amendment is in response to the Office Action dated August 21, 2003. In the Office Action, claims 1-19 were rejected. With this Amendment, claims 1-19 are canceled and claims 20-39 are new. A Petition to Revive is also filed along with this Amendment. It is respectfully submitted that claims 20-39 are in condition for allowance.

Claims 2, 10 and 19 were rejected under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention and are replete with errors. Claims 2, 10 and 19 have been canceled. It is believed that new claims 20-39 comply with 35 U.S.C. § 112, second paragraph. The content of claims 20-39 are substantially similar to the content of canceled claims 1-19. Therefore, it is respectfully submitted that this rejection can be withdrawn.

Claims 1-19 were rejected under 35 U.S.C. § 102(e) and 35 U.S.C. § 103(a) as being anticipated by Sleeper (U.S. 6,401,074). Claims 1-19 have been canceled and new claims 20-39 are submitted herewith. It is respectfully submitted that Sleeper does not teach or suggest all of the claim elements of claims 1-19.

Sleeper fails to teach or suggest a "control unit . . . coupled to the customer display program module and includes an internal timer, the control unit is configured to access an infomercial database that includes a sequence of multimedia entries of which the customer display program is configured to display on the customer display device, each multimedia entry is displayed for a duration of time based on the internal timer" as claimed in independent claim 20. Furthermore, Sleeper fails to teach or suggest "accessing an infomercial database that includes a sequence of multimedia entries" and "displaying the sequence of multimedia entries on the customer display device, each multimedia entry is displayed for a duration of time" as claimed in independent claim 31. Still further, Sleeper fails to teach or suggest "forming a sequence of multimedia entries that are stored in an infomercial database; displaying the sequence of multimedia entries on a customer display device during the point-of-sales transaction, wherein each multimedia entry is displayed for a duration of time; receiving an input indicative of a trigger event while the sequence of multimedia entries are displayed; and

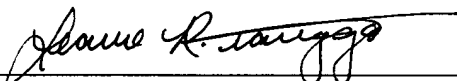
displaying a multimedia entry that corresponds with the trigger event" as claimed in independent claim 37.

It is respectfully submitted that in light of the above remarks, new claims 20-39 are patentable over the cited reference. Consideration and allowance of claims 20-39 is respectfully requested.

The Director is authorized to charge any fee deficiency required by this paper or credit any overpayment to Deposit Account No. 23-1123.

Respectfully submitted,

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